

# **REQUEST FOR PROPOSALS**

## **FOR NAMING RIGHTS OF THE STILLWATER COUNTY CIVIC CENTER**

### **OUTSIDE FACADE**

All proposals must be labeled “Stillwater County - Naming Rights - Stillwater County Civic Center” submitted with one (1) original and three (3) copies to the Board of County Commissioners, PO Box 970, Columbus, MT 59019 or delivered to the office, located at the West Annex, 431 Quarry Road, Columbus, MT 59019. Proposals must be received no later than 3:00 p.m. on May 5<sup>th</sup>, 2023. All Proposals received by this time and date will be opened and acknowledged at 9:30 a.m. on May 9<sup>th</sup>, 2023 at the Stillwater County Courthouse, Conference Room. Proposals received after the aforementioned time and date will not be considered.

A single site visit and tour will be offered to interested parties on May 1<sup>st</sup>, 2023 at 2:30 p.m. Prospective naming rights partners are encouraged to participate. Contact the Stillwater County Planning office at 406-322-8055 for details.

#### **I. Introduction, Background & Purpose**

STILLWATER COUNTY is seeking a Naming Rights Partner to place a sponsor name on the new Stillwater County Civic Center in Columbus.

#### **Background**

STILLWATER COUNTY (Lessor) is the owner and operator of the facility currently known as the Stillwater County Civic Center. The facility is located at 16 Sheep Dip Road, Columbus, MT 59019. The civic center will host a wide variety of events each year including the annual Stillwater County Fair, 4-H events, and multiple community events.

#### **Purpose**

The civic center, built in 2022-2023 represents the County’s commitment to providing a facility which better the quality of life for residents of Stillwater County. The purpose of the facility is to serve the entertainment, trade, athletic, educational and agricultural needs of the region by providing quality facilities, programs, and events with complete and efficient services to the economic benefit of the region.

## **II. Benefits**

Listed below are the benefits that will be made to the successful Respondent.

The name of the civic center which is proposed by the successful Respondent and approved by the Stillwater County Board of Commissioners will be the exclusive name of the facility in all official facility references during the term of the agreement.

Name identification in official facility references made by STILLWATER COUNTY including, but not limited to, the following:

- Media correspondence
- Media placement – television, radio, billboards, print, and online
- Website with links
- Facility related publications
- Advertising/promotional literature

Exterior facility name and signage opportunities:

- The front of the Civic Center façade.

Contractual obligations applied to Lessor of Facility benefitting Respondent

- Lessor will be contractually required to refer to facility name in all marketing materials.

In valuing naming rights, individuals and corporations generally consider the following attributes:

- Proposed term of contract
- Number and type of events held at the facility
- Demographics of the audience
- Media exposure
- Projected future events

### **III. Selection Criteria**

Any and all proposals submitted pursuant to the submittal requirements will be considered. Certain items may be available for negotiation. However, the Respondent will address, at a minimum, the selection criteria hereinafter listed.

A. Financial Proposal: Respondent shall outline its financial proposal including, but not limited to, payment plan and escalation factors in sufficient detail so that a thorough analysis of the proposal may be performed. STILLWATER COUNTY desires the payment plan to consist of an annual payment over the term of the agreement. The proposal amount for this naming right should be a minimum of \$10,000 annually toward the proposed term of the agreement.

Respondent should include in their proposal the installation of the desired signage and future maintenance/repair of the signage through the term of the agreement.

B. Term: Respondent shall outline the proposed term of the agreement. A minimum term of five (5) years is expected beginning June 1, 2023. A ten (10) year term may also be proposed by the respondent. Renewal options may be included.

C. Proposed Name of Facility: Respondent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process, with the STILLWATER COUNTY Board of Commissioners having final approval of the name. The successful Respondent will be required to grant the right to include any trademarks which are included in the facility name and facility logo.

D. Marketing Initiatives: Respondent shall outline the manner in which it will enhance the facility's profile for the Stillwater County community and its events.

Please provide any additional information that the Respondent feels should be considered when evaluating their proposal. The Respondent may present any creative value added approaches that might be appropriate. The Respondent may also provide supporting documentation that would be pertinent to this RFP.

Scoring for the proposal will use focus on these areas in the respondents' proposals.

- Term of Agreement
- Amount of lease agreement

The selected firm or individual will be required to provide the first year payment of the agreement in a form acceptable to Stillwater County.

The Board of County Commissioners reserves the right to reject any or all proposals received, to waive informalities to evaluate the proposals submitted, and to accept the proposal that best serves the interests of Stillwater County.

Done by order of the Board of County Commissioners, Stillwater County, Montana on this 11<sup>th</sup> day of April, 2023.

BOARD OF COUNTY COMMISSIONERS  
STILWATER COUNTY, MONTANA

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Tyrel Hamilton, Chairman

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Steve Riveland, Member

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Jeff Ruffatto, Member

Attest: \_\_\_\_\_  
Heidi Stadel, Clerk & Recorder